



# Gravity

From zero to hero with the actionable End User engagement engine "Gravity" – Peaches Industries 2014



the portal company



In today's world, it is hard to keep an overview about what's going on and what is truly important for your work. There is too much information breaking in on us every single day and it's challenging to bring a message across. "Gravity" carries your voice through the noise of the Intranet.

### The Challenge

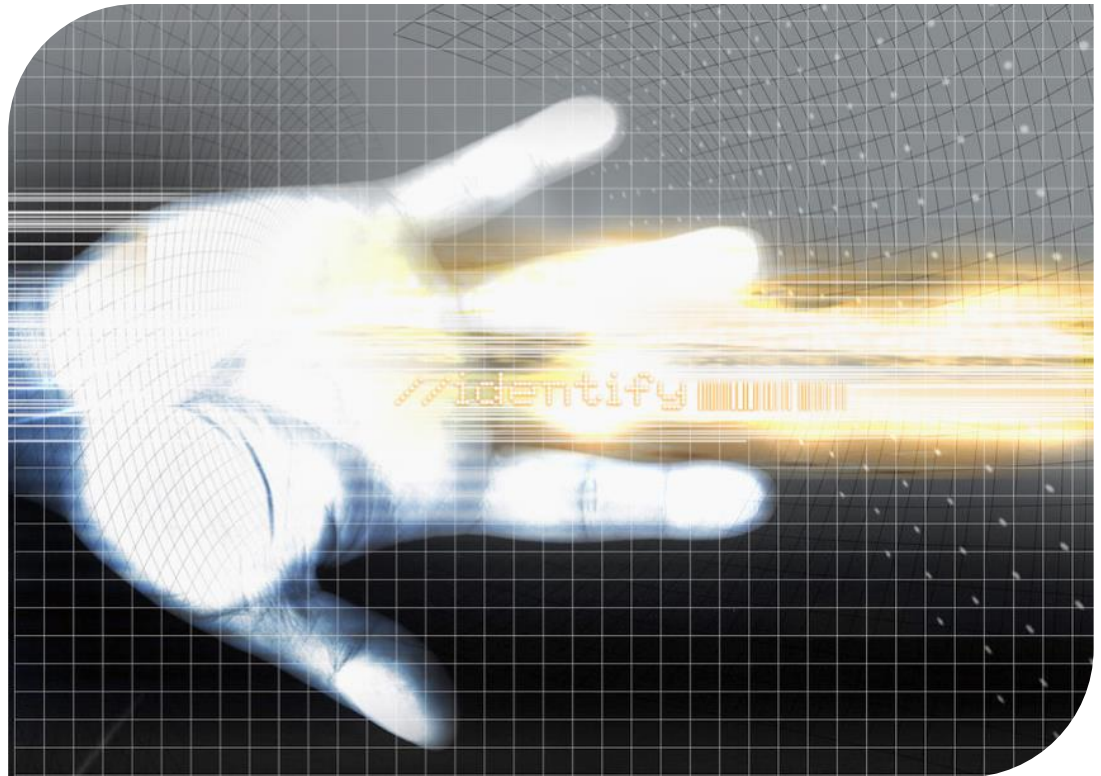
When it comes to SharePoint, the challenges are usually the same in almost every organization. Companies pay tens of thousands of good cash on SharePoint implementations and customizations to tweak the usability and "look and feel" towards their own processes and also sometimes towards the usability from End User perspective. Still End Users find it hard to start using and then fully adopt the use of SharePoint. And as we all know, Microsoft doesn't recommend customizations because it adds complexity to the system and might affect upgradability and performance. So what is happening out there? We still customize and everyone complains. Is this really the most efficient way to boost user adoption?

In general End Users find it hard to adopt SharePoint to its full potential and cannot see the true value of SharePoint. Therefore many SharePoint environments are very rarely used or when used, then only a small part of it and that not even correctly. In order to get everything out of your Intranet and your Collaboration systems, it's very crucial to have high user adoption and End User Engagement. Only then true productivity can be

achieved which can generate good ROI ratings for your Intranet implementation on SharePoint.

Our actionable End User Engagement engine "Gravity" will help to boost End User Adoption Rate and lower adoption time significantly with the help of Gamification.





Nowadays only 20% are truly engaged at work. Why can Gamification help to solve the engagement problem at work? It enables the paradigm shift from process-focused design to human-focused design.

#### How to achieve high End User adoption in SharePoint

- To achieve best possible business benefits from SharePoint, investments require user adoption in those parts relevant to business to create added value. People should be connected to business processes and all the relevant information in the right context and not only to each other.
- To achieve a maximum adoption rate, put your efforts to methods that boost learning and connect people to those business processes that can really produce business results to your organization. In other words, ensure that people learn first how they can use SharePoint in those processes that will produce the best return on investment. Like this their basic understanding and knowledge of SharePoint capabilities will grow in a meaningful way.
- Switch focus from costly custom development to End User empowerment, engagement and training.
- To get the grip on SharePoint, make sure that most of the training is continuous and progress is ensured all the time.

The best way to do that is to combine gamified eLearning (training videos, tutorials, etc.) and gamified SharePoint supported business process tasks.

## Why Gamification works

- People have a fundamental desire for:
  - Status
  - Reward
  - Achievement
  - Self-Expression
  - Competition
  - Altruism
- Gamification enables the paradigm shift from process-focused design to human-focused design. It helps to motivate and engage people in tasks, which might not be very entertaining or intrinsically rewarding. Gamification helps to change that, to bring meaning into something.
- Hyper-available feedback loops help the End User to always know where they are “In the game”. This is very crucial for achieving mastery in a certain skill or ability. It is also very motivating to go forward to exactly know what are my next tasks at hand and how I can finish them.
- Gamification has the power to bring people into a FLOW state of mind. This is the state of mind where humans are the most focused and productive on a task at hand.

## How Gravity works



We have spent a lot of time and effort to figure out why we have currently a problem with End User engagement (about 80% of disengaged users globally) and the problem is usually quite simple and fast to see. People are disconnected from each other and from their work. We give them more tools, which help to connect and share, but just by simply giving someone a car does not make the person drive from A to B. People usually have no or very poor training or knowledge about the true

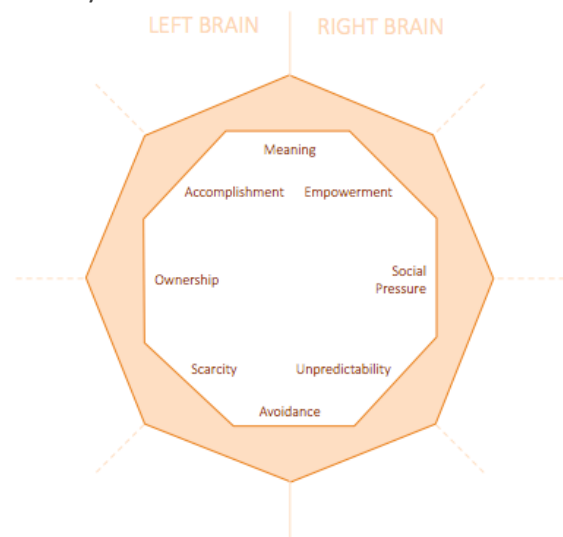
“Gamification is design that places the most emphasis on the human in the process. In essence it’s human focused design.”

*Yu-Kai Chou, #1 Gamification Guru*

value of SharePoint and actually even worse, the work what they are doing. Gravity will exactly work against that problem on the very moment and the very space where it is the most needed.

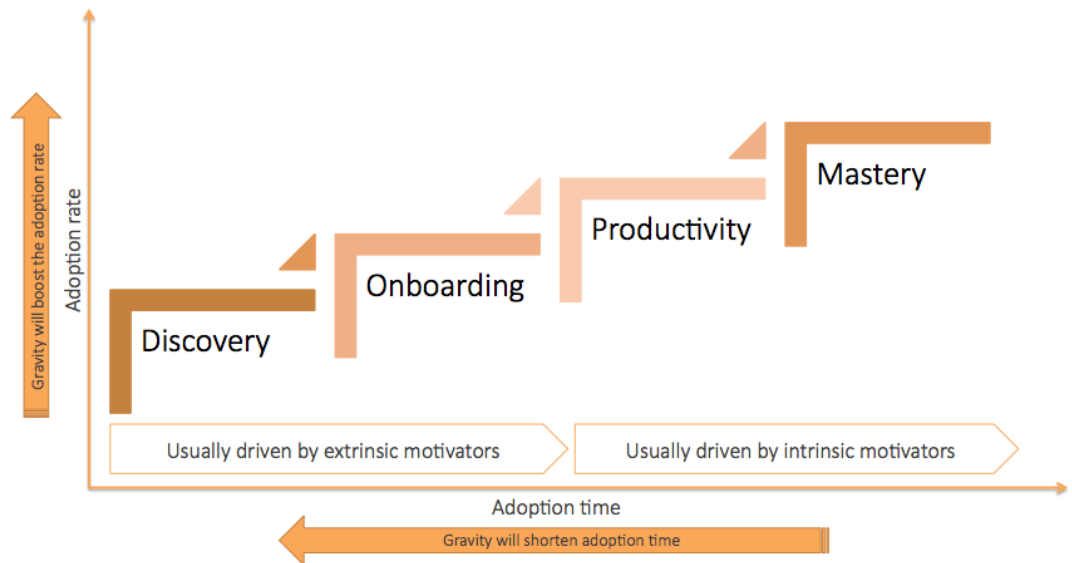
“Gravity” is an actionable End-User Engagement engine designed for Information portals built on SharePoint 2013 or Office 365 SharePoint online. It uses methods of games (Gamification) to help users get engaged in their work and get connected with each other and drive value for the Organization through that.

The key is content and context. The Gamification engine works in all of the four adoption phases (Discovery, Onboarding, Productivity and Mastery) and takes the most out of the End Users activities and boosts productivity.



Octalysis Framework by Yu-Kai Chou





System adoption is a journey, not a race. You need to take care of all phases of End User adoption in order to achieve the highest productivity rating and the most engaged End Users.

*“The Peaches Industries actionable End User Engagement engine (Gravity) creates added value for its users in boosting End User productivity by adding a pro-active gamified social communication and interaction layer on top of information worker activities in the Intranet.”*

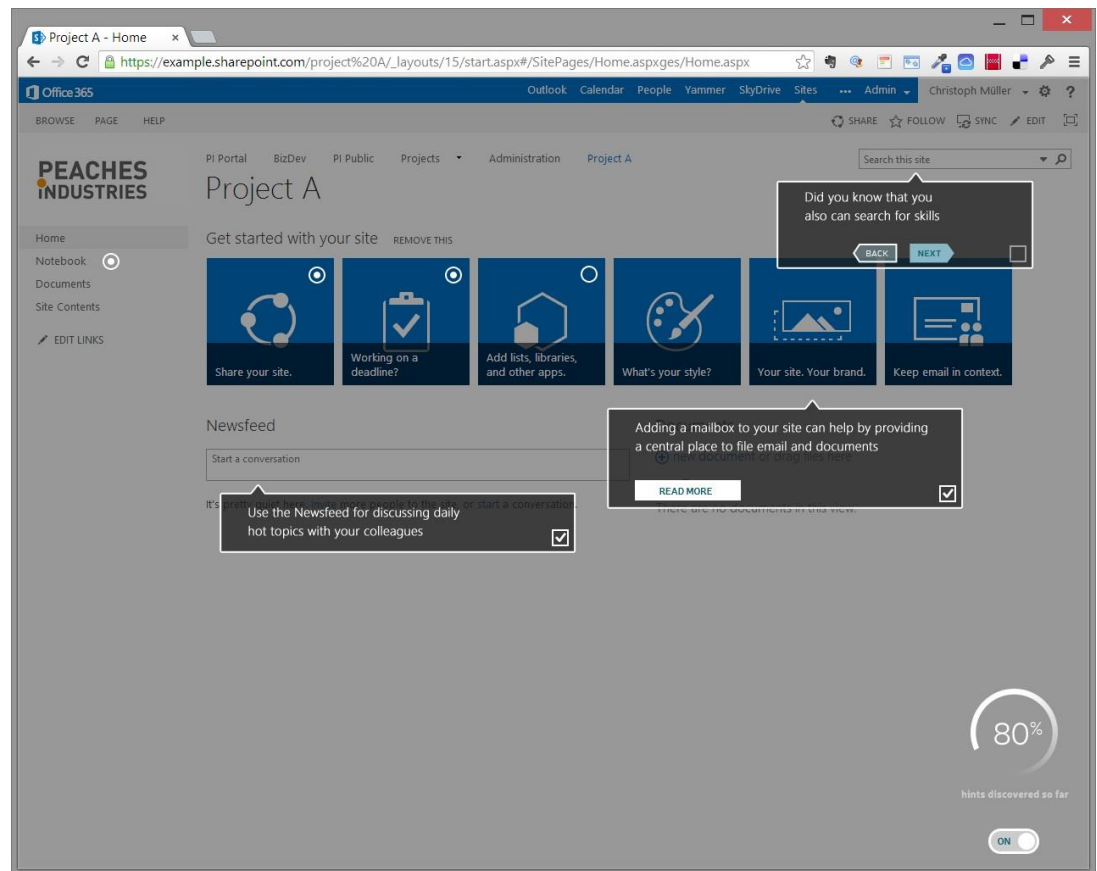
Gravity helps to engage people at their work, get connected to other colleagues and to their work, which creates added value. Through the help of Game mechanics and methods we create an engagement layer on top of the SharePoint backend to boost productivity and communication within the enterprise. Gravity helps the End user to be and stay engaged throughout the use of the SharePoint Portal. It can address different stages of End User adoption and productivity through context based engagement triggers, which causes the users to do action and get rewarded by being more productive and other rewards defined by the owners of the Portal.

In the first phase – **The Discovery phase** – The user learns about the core value of SharePoint as fast and as smooth as possible.

In the second phase – **The Onboarding phase** – The user learns how to create value with SharePoint by connecting activities to business processes to boost productivity, the finding using and sharing of information.

In the third phase – **The Productivity phase** – The user uses SharePoint nearly to its full extent and can gather points and rewards for creating great content or being engaged in the Portal.

The fourth phase – **The Mastery phase** – Is about endorsing the Masters who have made it this far, giving them privileged access to special content, events, etc. and also giving them a very connected environment to help other Users to advance levels within the Gravity system.



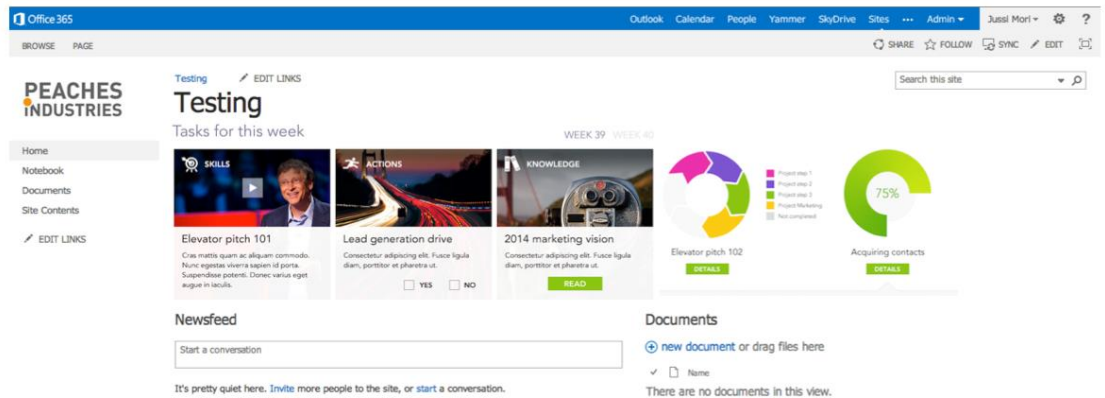
The Discovery phase in Gravity. Is about finding value as fast and as smooth as possible.

Key goals of the **Discovery** phase are:

- Help the End User to discover value as soon as possible
- Learning the basics as fast as possible and use the learned right away in a productive environment

Content in context for value is key in the **Discovery** phase. Through callouts and small discoveries on a live SharePoint environment the user can discover facts and tips and tricks how to take SharePoint sites into use efficiently and fast. The system also tells you where you can find more hints and how many there still are to unlock. The social aspect of this phase is also very important. In the newsfeed you can see how many hints have been unlocked by your teammates and you can send them a cheer to their MySite once they have found them all.

The tips and tricks eLearning layer is always changing according to the elements I am looking at, and the user can always see hers or his performance in the current phase of **Gravity**.

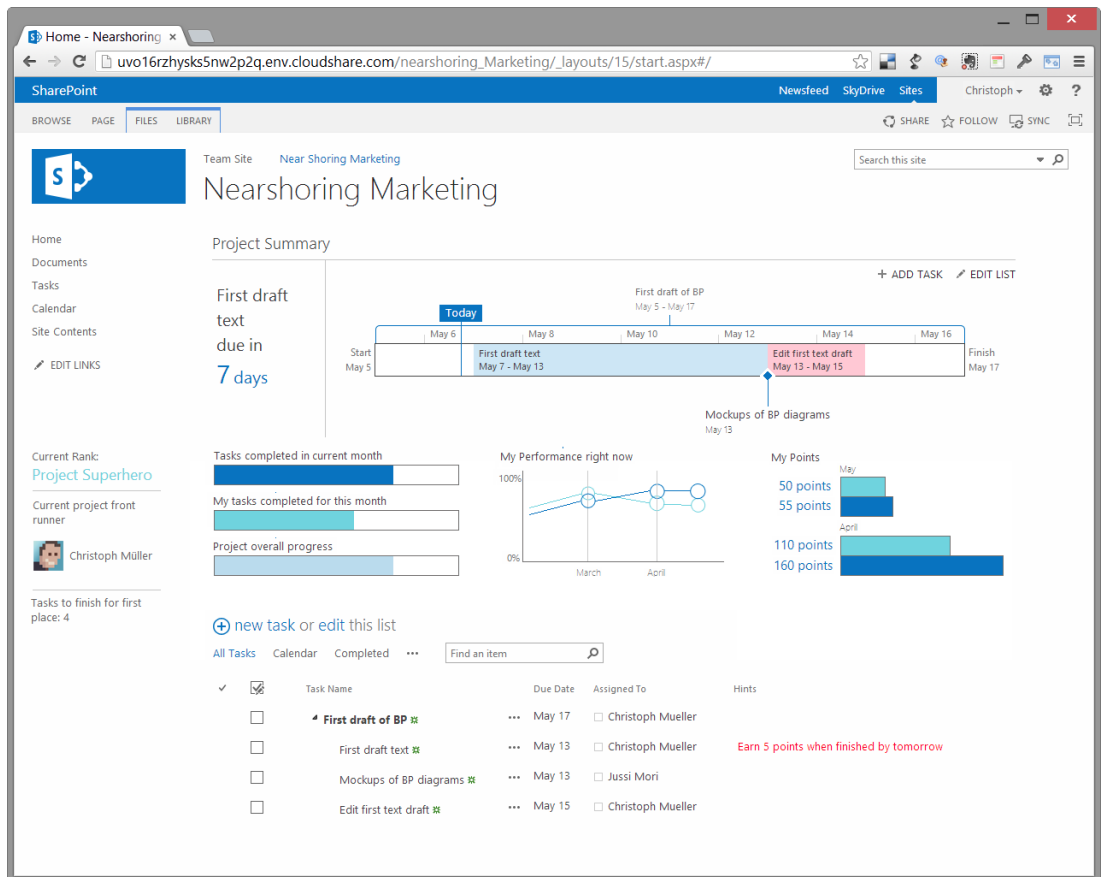


The Onboarding phase in *Gravity* is about putting the found value into use as fast as possible and to make a deep dive into the system.

Key goals of the **Onboarding** phase:

- Help the End User to find deeper meaning of the system
- Getting more routine in more advanced functionalities – Through rich media and interactive learning content.
- Learn from other users who are in the same or higher phases the specialties about the system – Social learning and encouragement

In the Onboarding phase the User starts already to work with the system more productively. Through missions or quests, users are asked to perform more complex tasks in SharePoint, which benefit everyone. Missions like “Fill in all the metadata” or “Get rid of all folders” would be common examples what **Onboarding** phase missions could be. Of course Users can also create new missions and share it within the Gravity system for others to use. As well as outcomes of intelligent ways of how to use SharePoint is stored in Gravity and published to everyone in the intranet to see what others are doing or how certain problems have been solved. This helps to prevent to “reinvent the wheel” all over and over again and helps to boost productivity significantly.



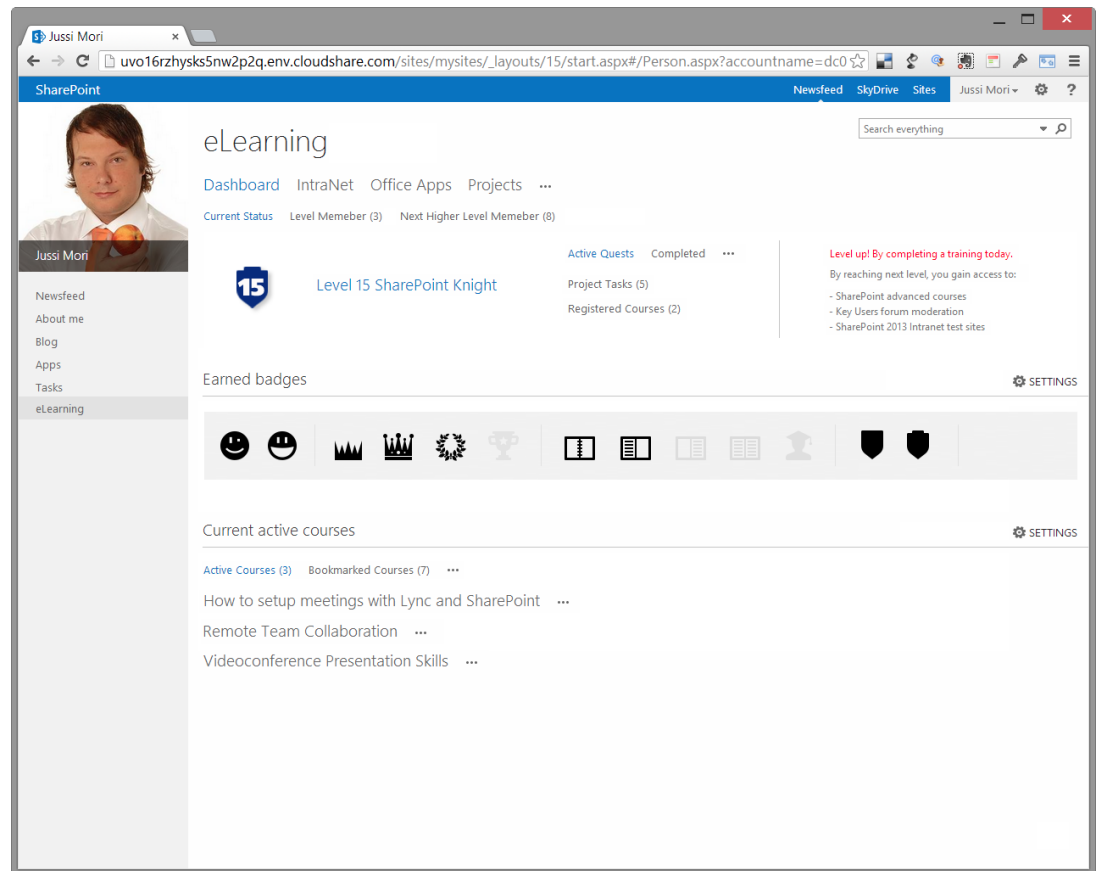
The Productivity phase in *Gravity* is all about getting everything out of the system. It's about to be as engaged and productive as possible.

Key goals of the *Productivity* phase:

- Create "*Gravity*" on content and context as much as possible
- Reward users to be engaged and creating engaging content
- Give immediate feedback about your, and the networks engagement status
- Missions become more business process focused
- Give users of the Productivity phase the power to create own missions (Player Based Content)

This phase is all about using the platform to its full extent. With the *Gravity* engine it is possible to generate visibility and relevance to content or to oneself by encouraging others to interact with content you create and share in the Intranet. The more interaction on content or oneself, the "heavier" the content gets, the more it draws attention to others. This is how *Gravity* is created. In the *Productivity* phase this is also where the missions and quests are becoming more business focused. For instance you would have missions like "Figure out a way how to improve value for product XY". All those missions are available everywhere. Everyone can participate and create engagement around activities in the Intranet. This creates an engaged network of individuals and teams who work together to bring the organization forward and can get rewarded by status or even rewards defined by the organization.





The Mastery phase in *Gravity*, is about empowering everyone to reach the Productivity phase.

Key goals of the *Mastery* phase:

- Encourage Masters to be Intranet ambassadors
- More *Gravity* can only be created from others through engagement and positive feedback
- Status of Master is visible to all

Gravity masters are the MVPs of the Intranet. Masters are usually driven by intrinsic values and get recognition by helping others to get past the *Discovery* and *Onboarding* phase as fast and smooth as possible. Masters do not advance in phases anymore, but they can still create *Gravity* around their content and themselves by creating highly relevant content and receiving Gravity from others within the Intranet.

Gravity is powered by the Habit™ Engine developed by the Peaches Industries Partner Cloudriven. Gravity is the visual and conceptual layer on top of the Habit™ Behavior Engine which is easy and fast deployed, adapted and rolled out for every individual case.



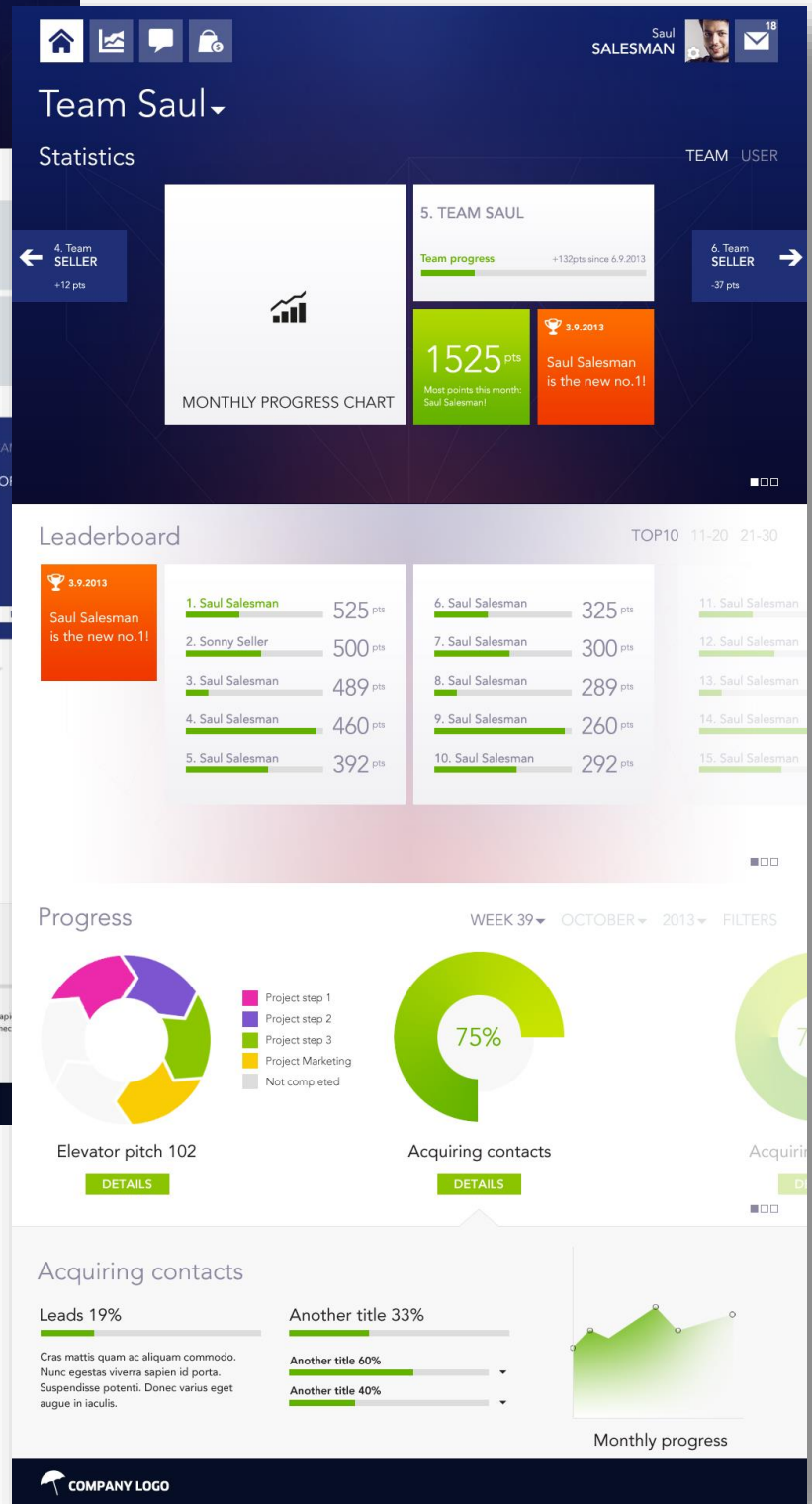
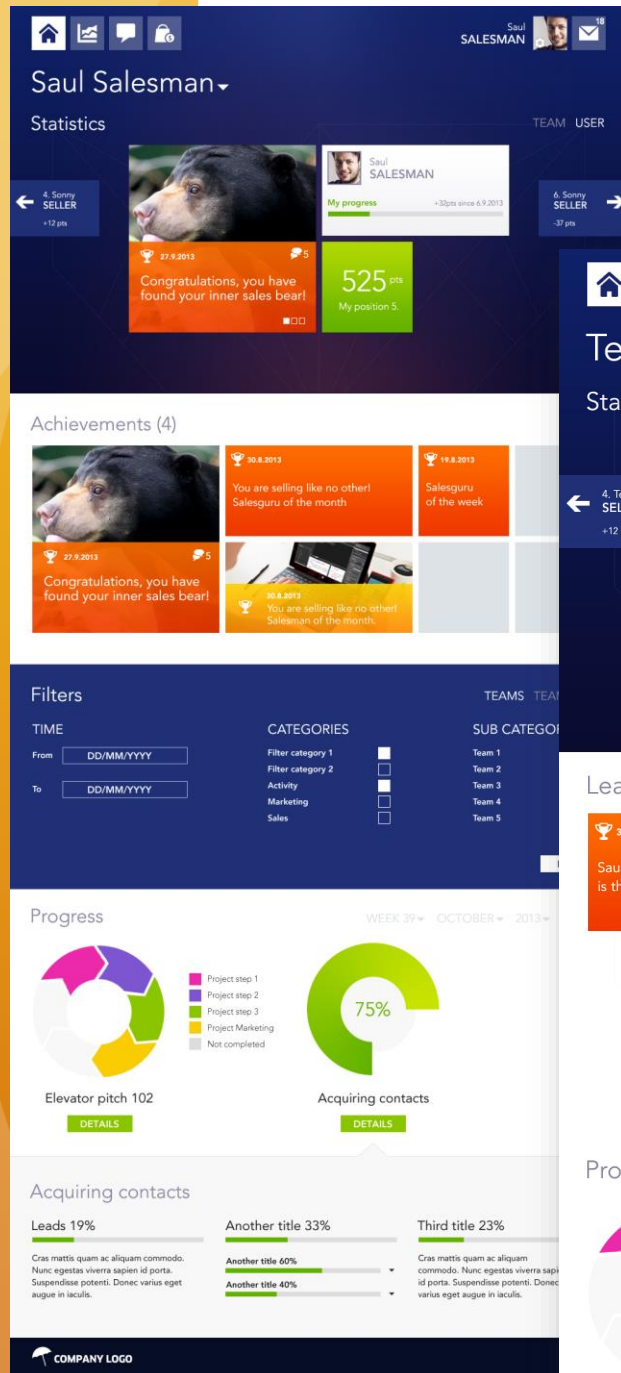
#### Engage, Motivate and Manage

- Build or enforce behavioral models by defining desired actions and by tracking results
- Coach and manage behaviors via repeatable tasks, videos and files
- Increase the amount and quality of actions by giving instant feedback and selected rewards based on tasks completed in Habit, Sharepoint, Dynamics CRM or other back-end system
- Visual layout and features are configurable
- Windows Azure cloud-based solution is scalable and easy and fast to deploy
- Apps are available for
  - Windows 8 and RT
  - Windows Phone
  - SharePoint
- Wide range of integrations available for Microsoft productivity solutions (for example, Dynamics CRM, SharePoint)



More information at <http://www.cloudriven.fi>

## Habit platform screenshots



# Gravity

A Social Strategy concept to boost End User engagement, motivation and productivity in a SharePoint powered Intranet. A new way for everybody to win!

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